

Fashion Calendar 1947

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 13, 1947</u>			
Now Going On- June 21 11:00 A.M. 11:00 P.M.	THE FASHION FAIR A unique fashion spectacle in a musical setting starring Jinx Falkenburg and cast of 100. Producer, Leon Leonidoff of the Radio City Music Hall; sets by Raoul duBois, currently creating the costumes of Ingrid Bergman for "Joan of Lorraine". Daily program includes a special "haute couture" presentation featuring Fall gowns by Hattie Carnegie, Fira Benenson, Julio Laffitte, Nettie Rosenstein, Castillo, Sophie, Oleg Cassini, Priscilla of Henri Bendel and Bergdorf Goodman, also living fashions from Mademoiselle and Charm magazines. The "Midway of Fashion" presents static fashion displays of America's leading designers and manufacturers with stage presentation, music, choreography and design used to dramatize the products. Honorary Chairman: Governor Thomas E. Dewey. Chairman: Tex McCrary, radio and television producer. Producer: Leon Leonidoff, Radio City Music Hall. Designer: Raoul Pene duBois, Broadway and Hollywood stage designer. Executive Director: Lester Stone. Merchandising Director: Sam Cook Singer. Fashion Counsellor: June Hamilton Rhodes, Bureau of Fashion Trends. Executive Secretary: Shirley Spaulding, Fashion Director of Fashion Trades. Tickets: \$2.00 (plus tax). The Fair opens daily 11:00 A.M. to 11:00 P.M. Opening day to benefit The Society of Memorial Center. Contact: Shirley Spaulding or Antoinette Spitzer, The Fashion Fair, 630 Fifth Avenue, CI. 7-2494.	LEADER ENTERPRISES, INC. Jerry Finkelstein-Pres.	MADISON SQ. GARDEN EXPOSITION HALL
Now Going On- Sapt. 3	"BOOKS FOR BROWSERS" EXHIBITION Summer exhibition dealing with every phase of the hand arts, including metal work, weaving, pottery, woodwork, wrought iron; all kinds of design; embroidery and needle stitching on silk screen printing and block printing. Exhibited with the books are samples of the various crafts and photographs of techniques. Open to public. Publicity: Emily Nathan or Helen Erskine, PL. 3-4690.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 485 MADISON AVENUE
June 14	FLAG DAY (Saturday)		
June 15	FATHER'S DAY (Sunday) This year's theme: "Presenting Father as the Builder of his Children's Future -- Building a Strong America through Wholesome Child Upbringing." Publicity: Rena Scheer, National Council for the Promotion of Father's Day, MU. 7-6952.		
June 16	FIRST UNIFIED OPENING FOR THE LADIES' HANDBAG INDUSTRY IN NEW YORK. Contact: National Authority for the Ladies' Handbag Industry, AS. 4-6969.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 16, 1947</u>			
Monday June 16 11:00 A.M.	SHOWING OF ITALIAN HANDICRAFT The House of Italian Handicraft will present the "A. P. E. M." ("Artists Producing for Export, Milan"), in cooperation with Fell-Hunt Ltd., U. S. agent for "A. P. E. M." By invitation only. Contact: PL. 9-3190.	HOUSE OF ITALIAN HANDICRAFT	217 EAST 49TH ST.
Monday June 16 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Luncheon and private showing for the fashion press of the Buxon Fall line of billfolds and Key-Tainers, etc. Attendance by invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000.	BUXTON, INC.	PARK LANE HOTEL PETIT SALON
Monday June 16- June 20	NEW YORK STATIONERY SHOW The old and the new in stationery, presented under the direction of the George F. Little Management Co., Inc., AS. 4-3161.	GEORGE F. LITTLE MANAGEMENT, INC.	HOTEL NEW YORKER 5TH - 8TH FLOORS
Monday June 16	MEMBERS' FINE ARTS EXHIBITION Opening of the Members' Fine Arts Exhibition of the Art Directors' Club at the American-British Art Center (44 West 56th St.), with awards to the outstanding works in each of the four fields -- sculpture, drawing, oil and water color. Chairman: Souren Ermoyen. Publicity: Leonard Smith and Associates, MU. 7-6732.	ART DIRECTORS CLUB	AMERICAN-BRITISH ART CENTER
Tuesday June 17 10:00 A.M. Breakfast	MILLINERY SHOWING AT MOVIE PREVIEW Showing of a group of Florence Reichman hats, as inspired by Joan Fontaine's millinery in the Universal-International motion picture "Ivy". The fashion show will be followed by a preview of the movie. Attendance by invitation only. Contact: Florence Reichman, PL. 8-1525.	FLORENCE REICHMAN	PARK AVENUE THEATRE 59TH ST. & PARK AVE.
Tuesday June 17- July 13	FAR EASTERN TEXTILE EXHIBIT Exhibition of "Reproductions of Historic Far Eastern Textiles," shown through the courtesy of the U.S. Commercial Company, an agency of the Federal Government, and circulated by the American Federation of Arts. The materials were sent to this country by General Douglas MacArthur, to create an interest and possible market for these materials. The weavers of these 33 reproductions are elderly Japanese who have spent their lives at the loom. The original material is preserved in Japan, but it is essentially Chinese in character and may possibly have been imported from China. Open to public. Contact: NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Wednesday June 18 9:30 A.M.	PRESS SHOWING: ADVANCE HANDBAGS FOR FALL Advance Fall Collection of handbags will be presented by Josef (of Gold Seal Importers, Inc.) in his showroom at a preview for the press. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS INC.)	30 EAST 33RD STREET 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 18 2:30 P.M.	FLOWER SHOW AND LECTURE "Clematis"--an illustrated lecture with slides, by Mrs. Charles Platt, and a flower show highlighting roses, sweet peas and delphinium. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF N.Y.	598 MADISON AVENUE
Thursday June 19 3:30 P.M.	INTRODUCTION OF NEW PLASTIC FLOOR COVERING Showing of a new type vinylite plastic floor covering by the Delaware Floor Products Company. Attendance by invitation only. Publicity: Paula Fox, J. M. Mathes Co., LE. 2-7450, Ext. 28.	DELAWARE FLOOR PRODUCTS COMPANY, INC.	295 FIFTH AVENUE SHOWROOM
Thursday June 19 12:15 P.M. Luncheon	STUDENT FASHION AND FABRIC REVUE A fashion show and fabric revue, produced and directed by students from N. Y.'s Fashion Institute of Technology and Design, presented at a luncheon sponsored by the Textile Section of the New York Board of Trade. Speaker: Dr. Mortimer G. Ritter, Director of the Institute. Tickets: \$4.50 (including tax and tip). Press by invitation. Proceeds toward the establishment of a scholarship at the Institute. Contact: Mrs. Evaline Truitt, Secretary, 291 Broadway, BA. 7-9494.	N.Y. BOARD OF TRADE --TEXTILE SECTION	HOTEL PENNSYLVANIA
Friday June 20	AMERICAN SCULPTURE ON EXHIBITION Exhibition of American Sculpture from the collection of the Whitney Museum and the Metropolitan Museum. Open to public. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIFTH AVE. & 82ND ST.
June 21	FIRST DAY OF SUMMER (Saturday)		
June 22	DISPLAY MARKET WEEK IN CHICAGO, ILLINOIS.		
Monday June 23 1:00 P.M. Luncheon	GREEN AND WHITE FOR SUMMER Russeks colors its new collection of summer clothes with green and white -- "cool and frosty as a creme de menthe frappe", at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS	ST. REGIS HOTEL ROOF
Monday June 23	OPENING OF FALL ACCESSORIES COLLECTION Opening of Nettie Rosenstein's Fall Collection of handbags and costume jewelry. By appointment. Contact: CI. 6-2190.	NETTIE ROSENSTEIN ACCESSORIES	680 FIFTH AVENUE SHOWROOM
Week Of June 23	TWELFTH ANNUAL NATIONAL SWIM-FOR-HEALTH WEEK Newspaper, magazine and radio advertising, and department store, specialty store and manufacturer tie-ups will dramatize the theme -- "swim for health". Contact: Martin Stern, Exec. Dir., VA. 6-0543.	SWIM-FOR-HEALTH ASSOCIATION	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 23- June 25	SECOND ANNUAL RAINWEAR CONVENTION Second annual Rainwear Sales Convention at the Hotel New Yorker. (Dinner and Fashion show in Waldorf-Astoria, Grand Ballroom, June 24. See below). Publicity: Jack Berman or Bea Baris, Room 910, 350 Fifth Ave., LO. 5-1845.	NATIONAL RAINWEAR MANUFACTURERS ASSN.	HOTEL NEW YORKER
Tuesday June 24 10:00 A.M. Breakfast	PRESS PREVIEW OF NEW FALL MILLINERY Sally Victor will present her Fall and Winter millinery collection to the press during breakfast. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SHOWROOM
Tuesday June 24 3:00 P.M.	PRESS PREVIEW: JEUNE COUTURE FURS Eather Dorothy will present a showing to the press of her Jeune Couture Furs for young people. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	78 EAST 56TH STREET SALON
Tuesday June 24 4:30 P.M.- 6:30 P.M.	FASHION SHOW: NEW RAINWEAR Fall fashions in rainclothes presented at a cocktail showing. Attendance by invitation only. Publicity: Jack Berman or Bea Baris, LO. 5-1845.	LECAP	WALDORF-ASTORIA JADE ROOM
Tuesday June 24 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY, DINNER AND FASHION PRESENTATION Second annual rainwear fashion show and dinner sponsored by the National Rainwear Manufacturers' Association. Cocktails at 6:00 P.M.; dinner at 7:00 P.M.; fashion show at 9:00 P.M. Tickets: \$15.00 per person, by invitation only. Press by invitation. Publicity: Jack Berman or Bea Baris, LO. 5-1845.	NATIONAL RAINWEAR MANUFACTURERS' ASSN.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 25 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Mme. Pauline will show her Fall Millinery Collection to the press during breakfast. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	MADAME PAULINE	6 EAST 53RD STREET SALON
Wednesday June 25 11:30 A.M.	PRESS PREVIEW OF FALL DRESS COLLECTION Presentation of Joseph Halpert's new Fall dress collection to the press. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	530 SEVENTH AVENUE 24TH FLOOR
Wednesday June 25 12:00 Noon Luncheon	PRESS PREVIEW: NEW NAIL BRILLIANCE Introduction of The New Nail Brilliance, presented at luncheon. Attendance by invitation only. Publicity: Anne Cunningham, Bureau of Industrial Service, AS. 4-8400.	NORTHAM WARREN CORPORATION	HAMPSHIRE HOUSE COTTAGE
Thursday June 26 9:30 A.M. Breakfast	FALL MILLINERY AT PRESS SHOWING Breakfast showing for the press of Lenesta's Fall Millinery Collection. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	LENESTA	15 EAST 53RD STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 26 10:00 A.M.- 1:30 P.M. Luncheon	GUIDE FOR BRIDES' DAY 80 June 1947 brides will be taken through a day of homemaking ... from breakfast for a hurried husband, lunch and bridge for her bridesmaids, to dinner for her groom's boss! WOR's Martha Deane will interview a famous bride of 1947 and a "bride" of 40 years. K and E's skit, "It Happened To Me" follows. Attendance by invitation only. Publicity: Grace Olsen, PL. 3-0700, Ext. 363.	MACY'S AND KENYON AND ECKHARDT	MACY'S HOME CENTER
Thursday June 26 5:00 P.M. Cocktails	INTRODUCTION OF NEW TAPESTRY LIPSTICK Press party to introduce the new Mary Chess Tapestry Lipstick, tying in with the Tapestry shade in Forstmann fabrics to be shown by William Bass, Philip Mangone, Monte Sano, Charles Nudelman, Pattullo Modes. Attendance by invitation only. Publicity: Gloria Dangler, PL. 9-8660.	MARY CHESSE	334 PARK AVENUE SALON
Tuesday July 1 9:30 A.M. Breakfast	FIRST NEW YORK MILLINERY SHOWING Opening of Emil George's new New York salon and showing of first millinery collection in New York at a breakfast for the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	EMIL GEORGE	538 MADISON AVENUE SALON
Wednesday July 2 3:00 P.M.	PRESS PREVIEW: FALL AND WINTER MILLINERY Fall and Winter millinery by Germaine Vittu, presentation by Mme. Paule Madoc. Attendance by <u>invitation</u> . Publicity: Anna T. Moore, ST. 9-6000, Ext. 421.	GERMAINE VITTU	509 MADISON AVENUE SALON (SUITE 908-10)
July 4	INDEPENDENCE DAY (Friday)		
Monday July 7 4:30 P.M. Cocktails	FALL AND WINTER MILLINERY COLLECTION Florence Reichman will present her new Fall and Winter millinery collection to the press at a preview at 4:30 P.M. Attendance by invitation only. Contact: Florence Reichman, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Week Of July 7	FIRST ANNUAL STORE MODERNIZATION SHOW Retail executives, architects, industrial designers, builders, etc., will participate in a series of daily merchandising clinics for retailers in major trade classifications covering store layout, merchandise arrangement, lighting, window and interior display and sales training. There will be exhibitors at the show. Managing Director: John W. H. Evans. Registration cards from Store Modernization Show, Inc., 20 East 55th St. Press by invitation. Publicity: Banner & Greif, PL. 8-0535.	STORE MODERNIZATION (20 EAST 55TH STREET)	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
Tuesday July 8 11:00 A.M.	FALL SHOWING OF MILLINERY COLLECTION Walter Florell's Fall and Winter Millinery collection will be presented to the press. Attendance by invitation only. Publicity: Burton M. Pell, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 8 3:00 P.M.	MILLINERY SHOWING FOR THE PRESS Press preview of Mme. Reine's Fall and Winter millinery. Attendance by invitation only. Contact: Viola Sanders, PL. 3-0940.	MME. REINE	4 EAST 57TH STREET SALON
Wednesday July 9 11:00 A.M. Brunch	BRUNCH AND PREVIEW OF MILLINERY COLLECTION Brunch and preview of Laddie Northridge's Fall and Winter hat collection for the press. Strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday July 9 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Press preview of Braagaard's Fall Millinery Collection. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 8-3145.	BRAAGAARD	17 WEST 57TH STREET SALON
Thursday July 10 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER MILLINERY Press breakfast and preview of Mary Goodfellow's Fall and Winter millinery at the Sherry Netherlands Vanity Fair Room. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	MARY GOODFELLOW	SHERRY NETHERLANDS VANITY FAIR ROOM
Thursday July 10 4:30 P.M. Cocktails	PRESS SHOWING: NEW FALL POWDER CASES Private showing for the press of the new Fall line of Wadsworth Powder Cases at a "Signature Party". Attendance by invitation only. Publicity: Billi Rubin, The Wesley Associates, MU. 6-7077.	WADSWORTH WATCH CASE COMPANY	WALDORF-ASTORIA PERROQUET SUITE
Friday July 11 9:30 A.M. Breakfast	MILLINERY SHOWING FOR THE PRESS Emme will present a breakfast showing of her new millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	EMME	21 EAST 56TH STREET SALON
July 14	FIFTH INTERNATIONAL CONGRESS OF PEDIATRICS (July 14-July 17) at Waldorf-Astoria. Contact: Henry Helmholtz, Mayo Clinic, Rochester, Minn.		
Tuesday July 15 7:00 P.M. Dinner	MILLINERY FASHION SHOW AND DINNER Fall millinery fashion presentation by the Millinery Stabilization Commission and Millinery Fashion Bureau, the semi-annual industry showing for buyers, retailers, and the fashion press. Reservations: Dinner and show, \$16.50 (including tax); Mezzanine, show only, \$8.50 (including tax). Show at 8:30 P.M. (Exhibitors will be announced later). For tickets, contact: Millinery Stabilization, 1450 Broadway, CH. 4-6547. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Thursday July 17 10:30 A.M.	FALL AND WINTER MILLINERY COLLECTION Presentation of John-Frederics' new Fall and Winter millinery collection to the press. Attendance by invitation only. Publicity: Ruth Ann French, PL. 3-1010.	JOHN-FREDERICS	29 EAST 48TH STREET SALON

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday
June 13 OPENING OF THIRTIETH SEASON, GOLDMAN BAND CONCERTS, CENTRAL PARK MALL
Edwin Franko Goldman will lead his band on the Mall in Central Park
in the 30th season of free outdoor concerts. The Concerts will be
presented 6 nights a week, 4 in Central Park and 2 in Prospect Park.
They are a gift to the people of the city from the Daniel and Florence
Guggenheim Foundation.
- Saturday
June 14 PREMIERE: "THE PRIVATE AFFAIRS OF BEL AMI" (Movie) GLOBE THEATRE, 46TH ST.
United Artists movie starring George Sanders, Angela Lansbury, Ann
Dvorak with Marie Wilson and John Carradine. Producer: David L.
Loew. Director Albert Lewin. Costumes Norma. Publicity: Tess
Michaels, CI. 5-6000.
- Sunday
June 15-
June 22 ROY ROGERS CIRCUS POLO GROUNDS, EIGHTH AVENUE AND 155TH STREET
Roy Rogers Circus, with Roy Rogers, Trigger, Bob Nolan and the Sons of the
Pioneers, and horses, clowns, elephants, trapeze artists, lions, tigers.
Prices: 60¢ (children) - \$3.00. Seats on sale at Polo Grounds Box Office;
New York Giants Box Office, 104 W. 42nd St.; Gimbel's, Sixth Floor; and
Davega Sports Stores. Publicity: Art Jones, CO. 5-0060.
- Beginning
Monday
June 16-
August 9 STADIUM CONCERT PERFORMANCES, LEWISOHN STADIUM, 138TH AT AMSTERDAM AVE.
On Monday evening, June 16, Stadium Concerts begins its 30th consecutive
season of outdoor concerts at the Lewisohn Stadium, perpetuating a mus-
ical tradition founded on service to Manhattan's music lovers.
Monday, June 16 Isaac Stern, Violinist, music by Beethoven and Tchaikovsky.
Tuesday, June 17 Pierre Monteux, conductor, music by Weber, Mozart,
Strauss, Milhaud, Chabrier.
Wednesday, June 18 Pierre Monteux, conductor, music by Berlioz, Ravel,
Stravinsky, Tchaikovsky.
Thursday, June 19 Simon Barere, Pianist, music by Wagner, Brahms and
Liszt.
Tickets (unreserved): 30¢-60¢. Reserved seats: \$1.20-\$2.40. Table
seating eight: \$24.00. Publicity: Margaret Hartigan, CI. 6-4462.
- Thursday
June 19 PREMIERE: "NEW ORLEANS" (Movie) WINTER GARDEN THEATRE, B'WAY & 50TH ST.
United Artists' musical about the birth of jazz down South, starring
Arturo de Cordova and Dorothy Patrick, with Louis Armstrong, Billie
Holiday, Woody Herman and his orchestra, and a group of musical jazz
artists comprising members of the original New Orleans ragtime band.
Producer: Jules Levey. Directed by Arthur Lubin from a screenplay by
Elliot Paul and Richard Hyland. Costumes: Elmer Ellsworth. Publicity:
Tess Michaels, CI. 5-6000.
- Monday
June 23 OPENING: "DARK MEMORY" EMPIRE THEATRE, 1430 BROADWAY, AT 40TH STREET
Edith Gordon will present the new Herman Boxer psychological melodrama,
starring Charles Bingle and Mary Anderson. The play is based on a prize
winning New Yorker short story. Director: Charles K. Freeman. Settings:
Sam Leve. Costumes: Rose Bogdanoff. Publicity: Nat Dorfman, ME. 3-0859.
- Saturday
June 27 PREMIERE: "THE UNFAITHFUL" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers drama about an unfaithful wife starring Ann Sheridan,
Zachary Scott, Lew Ayres. Producer: Jerry Wald. Director: Vincent
Sherman. Costumes: Travailla. Publicity: Eve Siegel, CI. 6-1000.